

2016 Annual Marketing Plan Calendar

| | 1st Quarter | | | 2nd Quarter | | | 3rd Quarter | | | 4th Quarter | | |
|------------------------------------------------------------------------|------------------------------------|---------------------------|-----------------------|-------------------------|-----------------------------|---------------------------|-------------------------|-----------------------|-------------------------|-------------------------|----------------------|-----------------------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Advertising | | | | | | | | | | | | |
| Print ads/Digital ads: Other issues TBD. Digital advertising TBD | Municipal Sewer & Water | Coatings Pro | Water & Wastes Digest | Municipal Sewer & Water | Coatings Pro | Trenchless Tech | Coatings Pro | | Municipal Sewer & Water | Municipal Sewer & Water | Coatings Pro | Water & Wastes Digest |
| | Water & Wastes Digest | Trenchless Tech | Trenchless Tech | | Pumps & Systems | | Pumps & Systems | | Water & Wastes Digest | Water & Wastes Digest | UCT | UCT |
| | UCT Show Issue | | | | UCT | | UCT | | Pumps & Systems | | | |
| | | | | | | | | | Trenchless Tech | | | |
| | | | | | | | | | UCT | | | |
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| Tradeshows | | | | | | | | | | | | |
| Shows w/out dates: OH AWWA, 3 Rivers, FL AWWA, CA-NV AWWA | SSPC January 19-21 | HWEA February 3-4 | LA Conf March 14-18 | Ok Rural Water April 12 | AR WWWEA May 1-4 | TX Water Board June 23-26 | KY/TN WPA July 17-20 | Energy Expo Aug 17-18 | Water Jam Sept 12-15 | 3 Rivers Oct 7-8 | EPSCOA Nov 18 | |
| | WEAT January 26-27 | UCT February 3-4 | EPWCOA March 16 | TX AWWA April 19-22 | OK WEA May 2 | | S. Texas Oil July 27-28 | | Ohio AWWA Sept 14-16 | SWAWWA Oct 23-25 | FL AWWA Nov 27-Dec 1 | |
| | | CO Rural Water February 9 | No Dig March 21-23 | FWRC April 24-26 | AZ Water Conf May 11-13 | | | | EPWCOA Sept 16 | Canada W&WW Oct 25-28 | | |
| | | NASCCO February 10-12 | | CWEA April 27-38 | Trenchless Canada May 18-19 | | | | WEFTEC Sept 24-28 | | | |
| | | WWETT February 18-20 | | | EPWCOA May 20 | | | | | | | |
| Direct Marketing | | | | | | | | | | | | |
| Email newsletters | CA | | CA | | CA | | CA | | CA | | | CA |
| Direct mail/email blast | UCT | | No Dig- | Texas AWWA; FWRC; CWEA | CA Summit | | | | WEFTEC | | | |
| Collateral | | | | | | | | | | | | |
| Brochure | TBD; 505, 506, 410 hcr, ap 90, 175 | | | | | | | | | | | |
| Sell sheets | | | | | | | | | | | | |
| Promotional items | TBD | | | | | | | | | | | |
| Video/photography | TBD | | | | | | | | | | | |
| Translation | 505, 506, 410, 175, AP 90 | | | | | | | | | | | |

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| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Public Relations | | | | | | | | | | | | |
| Press releases | 505/506 | 410 HCR | 175 | AP 90 | AF Series | TBD | TBD | TBD | TBD | TBD | TBD | TBD |
| Editorials - TBD unless noted | Municipal Sewer & Water | Pumps & Systems | | Pumps & Systems | | Pumps & Systems; Municipal Sewer & Water | | | Coatings Pro - Webshots | Trenchless Tech - Projects of the Year | WWD - Ref Guide | WWD - Top Projects |
| Case Studies | TBD | TBD | TBD | TBD | TBD | TBD | TBD | TBD | TBD | TBD | TBD | TBD |
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| Social Media - TO BE UPDATED Dec 2015 | | | | | | | | | | | | |
| Facebook | | | | | | | | | | | | |
| LinkedIn | | | | | | | | | | | | |
| InstaGram | | | | | | | | | | | | |
| Twitter | | | | | | | | | | | | |
| YouTube | | | | | | | | | | | | |
| Website - will coordinate with Product Launches, Social Media, Tradeshow, Advertising | | | | | | | | | | | | |
| Content/landing page | | | | | | | | | | | | |
| SEO campaign | | | | | | | | | | | | |
| Mobile website | Optimize | | Optimize | | | Optimize | | | Optimize | | Optimize | |
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